

The Honorable Michael K. PowellChairman
Federal Communications Commission
445 12th Street, S.W.
Washington D.C.

Dear Chairman Powell,

I have read with interest the National Assn. of Broadcasters letters concerning satellite-based radio. It looks like competition has them worried -- rightly so!

As a listener and consumer, I should have the right of choice. The NAB alternative is to improve their traditional wireless delivery and regain lost customers. In essence, they need to adapt!

I am weary of local stations using public airwaves and NOT delivering any local news, traffic, weather. Very little is done on the air in support of communities and local public service. Their bottom line is the bottom line. Advertising is rampant and offensive.

I like having the choice of paying my money to receive what I want to hear. If traditional broadcasting cared about the listener, they would be listening and noting the popularity of such satellite services and the traveling public's desire to have both variety, news, weather, etc.

The local stations in SLC generally fail to provide any public service in an enjoyable manner. Everything is "sponsored" and the only way to receive such is to have it paid for. Even the "announcers" are paid to endorse products. Many local stations are almost entirely syndicated programming -- no local what so ever. Just lots and lots of advertising.

Please send a message to NAB and it's minions that the public has a right to see public airwaves used to support the listeners, not just make a buck. Until they get the message, and become competative, please allow me the choice to have satellite delivery. I'm willing to speak with my wallet and pay for the service. Broadcasters need to wake up and realize that they must compete for my dollar.

Sincerely,

Jerry Wellman
SLC, Utah